

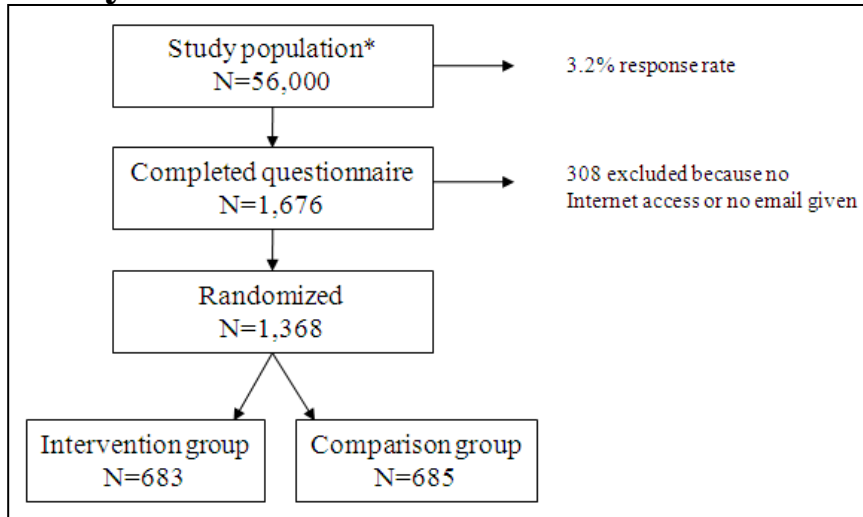
Recruitment strategies for a teen-based, health-focused social media website for low-income adolescents in California

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Study Recruitment



*Includes 13-17 year old Medi-Cal and Healthy Families members of health insurance plan. Randomly selected one adolescent per household (same address).

Strategies

- Mailed interview and informed consent
- Paper-and-pencil and online version
- Postcard reminders and automated calls – up to 5 reminders
- Incentive: iPod Touch raffle

Lessons learned

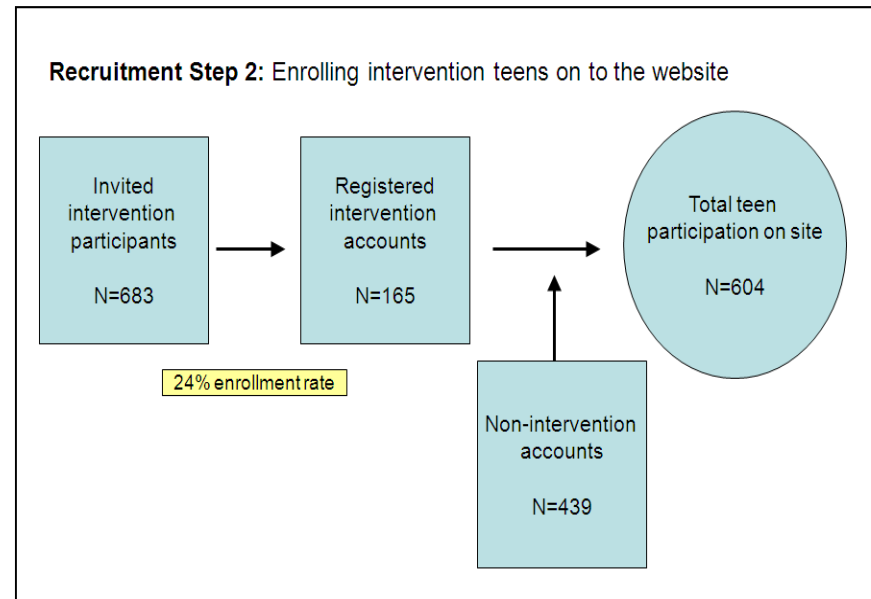
- Tension between needs of research and program
- IRB issues – innovation and lag time
- More strategic incentive needed
- Respondents do not necessarily identify with health insurance plan
- Consider different sampling method

TEEN 2XTREME

www.t2x.me

<http://www.youtube.com/user/t2xTheClub>

Website Enrollment



Strategies

- Email & SMS
- Facebook messages
- Holiday cards
- User-created Valentine cards
- Music gift cards

Number of signups

- 71 signups
- N?
- 44 signups
- N?
- 31 signups

Lessons learned

- Adolescents may not check their email consistently
- Took 7-9 outreach attempts over email and SMS to enroll 71 adolescents
- FB messaging not as effective due to privacy settings and inconsistent active accounts
- Cards should be addressed to adolescents and not parents
- Complicated pathway to sign up – invitation code
- Gender skewness of users: 70% female

Program Retention



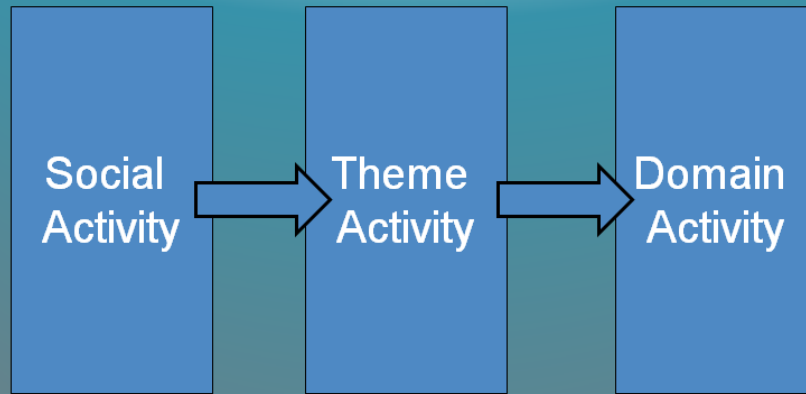
Strategies

- Music gift cards → \$5 from Amazon
- T2Xpression Awards → Increased number of visits during voting, iPad award
- Expert chat events → Classroom-based, 150 accounts created
- Transmedia → 4 videos created, blog and songs, character accounts

Lessons learned

- Be up front about the purpose of the site
- Defined groups (classrooms) help spur growth
- Incentives must be strategic
- Difficult to compete with other websites, must identify and cultivate niche
- Tailor experience to both short-term and regular users

Conceptual Framework



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Social Activity: What Teens Do

(Activities in white are most popular)

- ◉ *Individual*: profiles, status updates, photos, blogs, videos, single-player games, articles, content rating, Facebook integration
- ◉ *With another*: "friending," eCards, multi-player games, chats, internal messaging, content-rating and sharing
- ◉ *Community*: shared goals, shouts, polls, trivia, opinion prompts
- ◉ *We initiate*: expert chats, contests, transmedia, SMS mini-campaigns

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T2X Health Themes

(Chat Experts have addressed the themes in white)

- ◉ Appearance
- ◉ Sex / STDs / Pregnancy
- ◉ Stress / Depression
- ◉ Infectious Disease
- ◉ Obesity / Weight
- ◉ Fitness / Sports
- ◉ Safety / Injury
- ◉ Violence / Gangs
- ◉ Relationships / Family
- ◉ Environmental Health
- ◉ Drugs / Alcohol / Smoking
- ◉ Driving

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T2X Domains

- 1) Annual Well Care Visit
- 2) Patient-Doctor Relationship
- 3) Navigate Healthcare System
- 4) Benefits, Rights & Responsibilities
- 5) Healthcare-Seeking Information

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